

Amendment and Response

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For: PERFORATED FILM CONSTRUCTIONS FOR BACKLIT SIGNS

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10. —(ONCE-AMENDED) A generally planar-film construction comprising
a front surface and a back surface, the construction comprising a thickness between the
front surface and the back surface;

A
a plurality of perforations distributed over the construction, the plurality of perforations
occupying about 10% to about 30% of the front and back surfaces of the construction, wherein
each perforation of the plurality of perforations transmits light through the construction, and
further wherein each perforation of the plurality of perforations comprises a uniform cross-
sectional area throughout the thickness of the construction;

opaque land area separating the plurality of perforations; and

a layer of reflective adhesive proximate the back surface of the construction, wherein the
reflective adhesive reflects at least about 50% of normal incident light directed at the land area of
the back surface of the construction.